



Station Order Revised Heinrich for Senate 2012 205292

Market: Albuquerque

Flight Dates: Monday, September 17, 2012 to Sunday, September 23, 2012

Estimate ID
11913

Contact: Jim Giudicessi

Email: Jim.Giudicessi@krqe.com

Phone: 505-246-2222

Fax: 505-944-0259

Direct: 505-998-9530

Jim
9/12/12

KASA-TV

Program Name	DP	Length	Days	Gross Rate	Mon Sep 17	Tue Sep 18	Wed Sep 19	Thu Sep 20	Fri Sep 21	Sat Sep 22	Sun Sep 23	Total
People's Court	DT	M-F		\$75.00	3	1						2
1:00 PM 2:00 PM		30		\$150.00								
Sold out at LUR per KASA. Move to L3 to clear.												
Funny Videos	EF	M-F		\$50.00	5	1	1	1	1			5
4:00 PM 5:00 PM		30		\$250.00								
Bones	PT	M		\$800.00	5	1						1
7:00 PM 8:00 PM		30		\$800.00								
Mob Doctor	PT	M		\$800.00	5	1						1
8:00 PM 9:00 PM		30		\$800.00								
You Can Dance	PT	Tu		\$700.00	5	1						1
7:00 PM 8:00 PM		30		\$700.00								
X-Factor	PT	W		\$1,300.00	5		1					1
7:00 PM 9:00 PM		30		\$1,300.00								
X-Factor	PT	Th		\$1,300.00	5			1				1
7:00 PM 8:00 PM		30		\$1,300.00								
Glee	PT	Th		\$700.00	5			1				1
8:00 PM 9:00 PM		30		\$700.00								
Mob Doctor	PT	F		\$250.00	5				1			1
8:00 PM 9:00 PM		30		\$250.00								
KASA 9:30p News	LN	M-F		\$300.00	5	1	1	1	1			5
9:30 PM 10:00 PM		30		\$1,500.00								
Saturday 9p News	LN	Sa		\$275.00	5					1		1
9:00 PM 9:30 PM		30		\$275.00								
Saturday 9:30p News	LN	Sa		\$250.00	5					1		1
9:30 PM 10:00 PM		30		\$250.00								

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzanne@mediastategies.com

Date/Time Sent: 9/12/2012 12:59:21 PM

KASA-TV

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Flight Dates: Monday, September 17, 2012 to Sunday, September 23, 2012

Estimate ID	11913
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Direct: 505-998-9530

Sunday 9p News LN Su \$900.00
9:00 PM 9:30 PM 30 \$900.00
Sold out at LUR per KASA. Move to L3 to clear.

Program Name	DP	Length	Days								Total	
				Mon	Tue	Wed	Thu	Fri	Sat	Sun		
Sunday 9p News	LN		Su									1
9:00 PM		30										
Sold out at LUR per KASA. Move to L3 to clear.												
Station Gross Totals												

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suzannel@mediastategies.com

Spot Manager: All, 09/17/12-09/23/12

WIDEORBIT

Station: KASA

Advertiser: POL/Heinrich for Senate (D)
Agency: Media Strategies & Research

Line: 1

Time Period: 1p-2p

Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
205292	11913	09/18/12	:30	P3		HEINRICH F		\$75.00
205292	11913	09/21/12	:30	P3		HEINRICH F		\$75.00
								\$150.00
								\$150.00

Line: 2

Time Period: 4p-5p

Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
205292	11913	09/20/12	:30	P5		HEINRICH F		\$50.00
205292	11913	09/21/12	:30	P5		HEINRICH F		\$50.00
205292	11913	09/19/12	:30	P5		HEINRICH F		\$50.00
205292	11913	09/17/12	:30	P5	4:30:22 PM	HEINRICH F		\$50.00
205292	11913	09/18/12	:30	P5		HEINRICH F		\$50.00
								\$250.00
								\$250.00

Line: 3

Time Period: 7p-8p

Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
205292	11913	09/17/12	:30	P5	6:59:00 PM	HEINRICH F		\$800.00
								\$800.00
								\$800.00

Line: 4

Time Period: 8p-9p

Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
205292	11913	09/17/12	:30	P5	8:15:35 PM	HEINRICH F		\$800.00
								\$800.00
								\$800.00

Line: 5

Time Period: 7p-8p

Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
205292	11913	09/18/12	:30	P5		HEINRICH F		\$700.00
								\$700.00
								\$700.00

Line: 6

Time Period: 7p-9p

Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
205292	11913	09/19/12	:30	P5		HEINRICH F		\$1,300.00
								\$1,300.00
								\$1,300.00

Line: 7

Time Period: 7p-8p

Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
205292	11913	09/20/12	:30	P5		HEINRICH F		\$1,300.00
								\$1,300.00
								\$1,300.00

Line: 8

Time Period: 8p-9p

Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
205292	11913	09/20/12	:30	P5		HEINRICH F		\$700.00
								\$700.00
								\$700.00

Line: 9

Time Period: 8p-9p

Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
205292	11913	09/21/12	:30	P5		HEINRICH F		\$250.00
								\$250.00
								\$250.00

Line: 10

Time Period: 930p-10p

Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
205292	11913	09/17/12	:30	P5	9:47:37 PM	HEINRICH F		\$300.00
205292	11913	09/19/12	:30	P5		HEINRICH F		\$300.00

[Sorted by: Line]

Spot Manager: All, 09/17/12-09/23/12

Station: KASA

Advertiser: POL/Heinrich for Senate (D)
Agency: Media Strategies & Research

Line: 10

Time Period: 930p-10p

205292	11913	09/21/12	:30	P5	HEINRICH F		\$300.00
205292	11913	09/20/12	:30	P5	HEINRICH F		\$300.00
205292	11913	09/18/12	:30	P5	HEINRICH F		\$300.00
							\$1,500.00
							\$1,500.00

Line: 11

Time Period: 9p-930p

205292	11913	09/22/12	:30	P5	HEINRICH F		\$275.00
							\$275.00
							\$275.00

Line: 12

Time Period: 930p-10p

205292	11913	09/22/12	:30	P5	HEINRICH F		\$250.00
							\$250.00
							\$250.00

Line: 13

Time Period: 9p-930p

205292	11913	09/23/12	:30	P3	HEINRICH F		\$900.00
							\$900.00
							\$900.00
							\$9,175.00
							\$9,175.00
							\$9,175.00
							\$9,175.00

[Sorted by: Line]

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE** ☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: KASA-TV Albuquerque	Date: 9/12/2012
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I, Media Strategies and Research,
being on behalf of: Martin Heinrich, a legally
qualified candidate of the Democratic political
party for the office of: U.S. Senate
in the General
election to be held on: Tuesday, November 06, 2012
do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Monday, September 17, 2012			Sunday, September 23, 2012		

Total Charges: \$9,175.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Martin Heinrich for Senate

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Valerie J. Borrego

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Wednesday, September 12, 2012

Date

Valerie J. Borrego

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title